

# FIRST RESTRICTED SKYSCRAPER SHOWS NEW LAW'S REQUIREMENTS

Great Structure for Tiffany Studios Site Indicates Novel Appearance High Buildings Will Have Hereafter—Big Money Maker Despite Restrictions

That tall, artistic and economical buildings may be built despite the height restrictions which the Board of Estimate placed on buildings of the future when it passed the building height and zoning restrictions last summer is to be demonstrated by James N. Todd and Hugh S. Robertson, builders of experience, at the southeast corner of Madison avenue and Forty-fifth street, the site of the Tiffany Studios, which they leased several weeks ago from August Heckescher for twenty years with two renewals. Twenty stories high, the building is the tallest structure which has so far been modeled to meet the restrictions and setback provisions demanded by the building heights measure. When the law was passed the opinion was expressed that the death knell of skyscraping structures had been sounded and that New York, which had promoted this type of building, was to lose its most characteristic structure.

In a measure the opinion expressed at the time was correct. The law did sound the knell for skyscrapers of some types erected before the passing of this very useful legislation, but it did not prohibit the erection of tall buildings. Builders, real estate men and others could not understand, however, how it would be possible for a tall building, a structure running into more than twenty stories, to be erected under the many demands of the law. It would be an economical mistake to try it, they thought, believing that so much space would have to be sacrificed to setbacks as to destroy the rental area of the structure. Cost of construction would be greatly increased, it was reasoned, by the many breaks in the building since the weight of the structure instead of being on the outer edge would have to be proportioned over the entire area, the central portion bearing the heaviest strain.

Plans for the improvement of the Tiffany Studios were among "the last minute" improvements recorded under the old system. August Heckescher filed plans for a twenty-two story hotel for the corner, which was to cost \$1,000,000. A hasty study of the plans and the mental picture of a solid structure of twenty-two stories would lead to the conclusion that it was a much more economical structure than one planned to meet the requirements of the zoning and height restrictions would be. Under the circumstances it would seem strange that these plans, which will not be "dead" according to the law for several months to come, should be abandoned by Mr. Todd and Mr. Robertson and new ones prepared. They were not abandoned until Todd & Robertson discovered that it was possible to build a finer and much more economical building under the new law than the one planned for the site by Mr. Heckescher.

It was in attempting to make over the hotel building into a commercial structure and take advantage of the private street under the Vanderbilt Concourse Building, adjoining which is the property of Mr. Heckescher, that the thought to change the entire structure came into the minds of Todd & Robertson. They have been in the field for many years. Mr. Todd built the Van-

derbilt Concourse structure, the Hotel York on Seventh avenue, the Severn and Van Dyck apartments on Sherman Square and many other well known buildings. Mr. Robertson is of the firm of Irons & Todd. He built the Brooks Bros. store building at Madison avenue and Forty-fourth street and the new Rogers Peet building on Fifth avenue. Abandoning the hotel project they set out to plan, with architects of Warren & Wetmore's office, the Madison Concourse Building, which is pictured on this page. Though it looks like a structure in which much valuable space has been wasted, the fact is that it contains more net rental area than the more systematic looking structure which Mr. Heckescher put on record last summer, even though the building is two stories lower than the former proposed building.

It surprised the architects when the builders announced that the new plans were a better business proposition than the old ones. Some of the Warren & Wetmore staff doubted the claim and were not convinced until they compared the plans, which showed that the building designed to fit the new heights provisions had several thousand feet more rentable space than the building planned to evade the restrictions.

The building which is to be erected will contain about 150,000 square feet of floor space. With the Vanderbilt Concourse Building, which it is joined to, it is the largest office development in the Grand Central section. The Madison Concourse Building is to be exclusively an office structure above the street floor, which is to be laid out in a large store containing 10,300 square feet of net space and with a ceiling 18.3 feet high. The first three floors of the building are to be regular in shape. Above that level the structure takes the form of three distinct buildings, two twelve stories high and one twenty stories high. The twenty story unit will be at the southeast corner of the plot. One of the twelve story units will be built out from it along the south side of the plot to Madison avenue. The other twelve story unit will cover the Forty-fifth street corner of the site extending along Forty-fifth street to a large court between it and the Vanderbilt Concourse Building and running back to the main section of the new building. Between the two twelve story units facing on Madison avenue is a court.

In other words a setback of 27 feet is carried down the center of the Madison avenue facade of the building. This odd arrangement has the advantage of giving the building a considerable number of corner offices and making it an all front building. The extra cost of construction in the all front building will be more than equalized by the increased value of space. The builders consider it a very fine business venture and they are borne out by the number of applications which have been received by Frank T. Veiller and James L. Robertson, who have charge of the renting of the building.

The facade of the first three floors of the building will be limestone. Above that the facade will be of a light gray brick, the same as in the Vanderbilt Concourse Building. The entrance will be at the south side. A corridor 21 feet wide will lead to a hall 12 feet wide



and 18 feet high. The hall will connect with the corridor of the Vanderbilt Concourse Building coming out on Vanderbilt street which connects the building with the Grand Central Station. On the right of the hall will be a bank of seven high speed elevators, which will travel skyward at the rate of 600 feet a minute, which means that the three lifts which will run to the twentieth floor will be able to make the trip to the roof in about thirty seconds. The building will cost \$1,400,000 to build, which is about 25 per cent more than the structure would have cost before the height restriction went into effect and the cost of material went skyward. The summer of 1918 is the date set for its completion. About June 1 the removal of the old Tiffany Studios will be started and the new structure will be under way by July. In the meantime the eight story building which is

to be erected for the Tiffany Studios at 15 West Fifty-seventh street will be rushed so that the firm may be able to leave the Forty-fifth street corner on time.

August Heckescher, who has shown a considerable liking for Madison avenue corners, bought the Tiffany property through Mr. Veiller and Mr. Robertson last summer for \$1,010,000. He could have resold his property a few weeks later at a big profit, but the offers did not represent the valuation he had placed on the corner.

Several weeks ago, however, he consented to go through with a lease arranged for him by Mr. Veiller and Mr. Robertson with Todd & Robertson. The lease gives him a handsome investment as he will receive between \$125,000 and \$160,000 a year from the builders, who get with the lease the privilege of buying the property for \$2,600,000 between now and June, 1920.

# YOUNG DESIGNERS NOW WORKING ON THE SUN COMPETITION PLANS

Unusual Interest in Contest That Seeks to Solve Modern Home Problems—Architects of Great Ability to Judge the Designs

INTEREST in THE SUN's third country house competition promises to be as great as that which marked the two previous competitions. From near and far, by mail and over the telephone have come messages which indicate that the competition has aroused a wider and keener interest than was manifested in the last contest. Judging from the inquiries already received from men and women not interested as competitors it is evident that the work of the young draughtsmen who will compete for the prizes which THE SUN has offered will come under the eyes of men and women who are eager for the ideas that the budding young talent will originate for better moderate priced housing.

It is only at such times that one is able to grasp the tremendous interest which centres in home construction. It seems to be the ambition of nearly every worthy man or woman to own a country place. This great army has found it difficult to express its desires to a builder, and naturally builders have found it equally difficult to meet the desires of all who seek homes. To the young men who enter THE SUN competition homebuilders plan their hopes, expecting to find among the many designs which will be submitted just the types of houses which they would like to have for homes.

The two last SUN competitions have solved the problems of many homebuilders who were unable to get from the average builder the sort of designs which they fancied. High class designers could not be employed because of the cost which was too much for the pocketbooks of many. Besides helping the man or the woman who wanted an attractive but cheap home the competitions have had the effect of improving the types of buildings which suburban builders have erected for the market. Many developers have written to THE SUN praising the work of the young men and women who entered the last contest, and have repeated their praise during the last week hoping that the coming competition will develop new ideas of building. It is evident that the young draughtsmen, besides exercising their ability to design houses of a lower grade than they have been working on as employees of the leading architectural concerns of the city, have done a great service to the public in showing folks how to build attractive homes and for comparatively small costs in suburban developments. It is a service which will have a remarkable effect on the lives of the average American family.

Those who are planning to enter the competition will be advised to read carefully the terms of the contest, which are set forth in the program. Many worthy designs were eliminated from last year's contest because the designer did not follow the terms of the competition. That the terms of the contest have not been read carefully was indicated by the number of inquiries for information which have been received over the telephone and by mail. All the information asked for was in the terms. Read the terms carefully if you are one of the young architects who hope to be awarded a prize. It might as well to mention the names of Richard Henry Dana, Jr., Charles A. Platt and Alexander Buel Trowbridge are keen men and are going to give considerable attention in judging the design to whether the young men have abided by the terms. It might be well for contestants to take note of the fact that the jury will assume that the terms of THE SUN's contest must be given the same consideration and be followed as religiously as if the young designer was planning a house for a client. This is to impress on young designers the fact that they must make the most of the conditions laid down whether they are those of contest for a prize or the restrictions of a client. It is to be hoped that many will plan a beautiful house and then try to fit it to the terms of a client. There are ten conditions and every one should be followed.

First—your perspective of the top of the cardboard, which should be 22x30. In the center of the drawing surface place the floor plans and at the lower end of the card place the plot plan. This is demanded to facilitate the work of the judges. It also serves to better compare the features of several designs that might be under consideration. With perspectives and plot plans and floor plans in uniform positions the possibilities of the merit of design being overlooked will be greatly reduced. Coloring of perspectives is not permitted, since the competition is not to bring out artistic effect.

A well presented perspective should be the aim of every designer who enters the contest, as it brings out the exterior beauty of the design. If the perspective shows a pleasing house, then the detail of the structure will be examined. It is to be hoped that the construction are good. These are suggestions which are given to guide those who want to win a prize.

Several details have been added to the programme since last week, which, however, do not change the general terms. In the first place, the cubic contents of the building are to be calculated from the surface of the cellar floor, not from the surface of the ground. These are suggestions which are given to guide those who want to win a prize.

Second—No limit is placed on the area of the structure and the materials to be used in construction except those of cost and size of plot.

Third—It is assumed that the house designed will be for the use of three adults, two children and one servant.

Fourth—All drawings shall be rendered in pen and ink and shall consist of a plan drawn to a scale of 1/4" to a foot; a perspective of the front of the house drawn to a scale of 1/4" to a foot on the nearest corner and plans of both floors drawn to a scale of 1/4" to a foot. All drawings must be mounted on cardboard 22 by 30 inches in size. The perspective must be at the top, floor plans in the center, and plot plan at the bottom.

Fifth—The plot plan must indicate the position of the house on the plot. For this purpose it is assumed that there are three adjoining plots each 100x100 in size, any two of which are assumed to be built on side by side. The competitive plan must show the proposed improvement of the third plot and its relation to the other two. This block plan must show approaches, paths, garage



CHARLES A. PLATT



ALEXANDER B. TROWBRIDGE

RICHARD HENRY DANA, JR.

Architects who will pass on the merits of designs submitted in "The Sun's" Country Home competition. In appearance, 118 feet in width and 50 feet in depth. The ceiling of the room is of plaster, highly ornamented. The expansive floor of this room will be black and orange terrazzo with black marble borders. The gas outlets in the floor have ornamental brass covers, which furnish the relief to the otherwise dark pavement. Suspended from the ceiling and radiating out from the side walls are specially designed fixtures, which will furnish the gas illumination. The basement of the building will be devoted to the headquarters of inspectors and collectors, with ample locker room, besides shower baths and other necessities for the convenience of employees. On April 1 the office of the Consolidated Gas Company, now at 111 West Forty-second street, will be moved to the building, which is owned by the McVeety estate, will be razed and a new one erected.

## The Sun's Country Home Competition

\$500 in Four Prizes Offered to Draughtsmen for Plans of House to Cost not More than \$6,000

**Draughtsmen** THE SUN invites you to take part in a competition for floor plans and perspective for a country house which can be built at a cost of not more than \$6,000. All designs submitted will be judged by a competent jury of professional men, and for the four designs selected by them as having the best qualities, judged from the terms of the competition, THE SUN will award prizes as follows:

**FIRST PRIZE - \$250 SECOND PRIZE - \$150**  
**THIRD " - 75 FOURTH " - 25**

The jury in its discretion will give mention to such drawings as it thinks worthy of distinction.

This competition is intended to provide a means for young draughtsmen to express their ideas regarding modern country home planning. It is the hope of THE SUN that through the expression of such ideas, gained from a study of present day requirements, a type of modern country home may be evolved which will answer the demand for a combination of attractiveness, comfort, stability and efficiency, all at reasonable cost.

No designs will be accepted from practising architects. In other words, this competition is limited to men and women employed as draughtsmen and draughtswomen in architects' offices. It is further limited to employees of firms whose offices are within the boundaries of Greater New York, Long Island, Westchester county, N. Y.; Hudson, Bergen, Morris, Essex, Passaic, Union, Middlesex and Monmouth counties, N. J.; and Fairfield county, Conn.; the students of all architectural schools, and students of the Society of Beaux Arts Architects, New York city.

Judges of this competition will be asked to base their awards on the fitness of the design to the material employed, the adaptability of the design, the excellence of the plan and the possibility of production within the allowed amount.

### TERMS OF THE COMPETITION ARE:

**FIRST**—The design must be for a two story and cellar all the year house. An attic may be included if desired. The building must be one that can be erected, exclusive of cost of land, in the suburban district of New York, for a cost not to exceed \$6,000. It is assumed to have not more than 30,000 cubic feet contents from the surface of the cellar floor. Included in the cost must be all charges for a complete building except for lighting fixtures, decorative and plot plans. Heating plant and wiring for lighting must be included.

**SECOND**—For the purposes of this competition the plot on which this house is to be erected is assumed to be level and of an area 100x100 feet. It is assumed that the ground is free of rock and can be excavated at the usual cost for such work.

**THIRD**—No limit is placed on the area of the structure and the materials to be used in construction except those of cost and size of plot.

**FOURTH**—It is assumed that the house designed will be for the use of three adults, two children and one servant.

**FIFTH**—All drawings shall be rendered in pen and ink and shall consist of a plan drawn to a scale of 1/4" to a foot; a perspective of the front of the house drawn to a scale of 1/4" to a foot on the nearest corner and plans of both floors drawn to a scale of 1/4" to a foot. All drawings must be mounted on cardboard 22 by 30 inches in size. The perspective must be at the top, floor plans in the center, and plot plan at the bottom.

and garden details of one of them. It is assumed that the street side of the lot is at the north. The house is to set back 18 feet from the lot line. Floor plans and perspective are to be distinct. Precise detail that finished plans can be made from them.

**SEVENTH**—All plans are to remain the property of the various contestants. But THE SUN reserves the right to publish any of all the designs for the competition as it sees fit. THE SUN will take reasonable care of all drawings, but will not be responsible for any drawings lost or damaged.

**EIGHTH**—This competition is to be closed at midnight, March 25. All competitive drawings must be in the time be received at the office of THE SUN, 150 Nassau street, New York city.

**NINTH**—All designs are to be signed by a character selected by each competitor. Accompanying all drawings must be sealed envelopes containing full name and character mark of each competitor, name and address of office in which he or she is employed or the school at which the competitor is studying, and the following form signed by the full name of the competitor:

I (we) affirm that the design and plan submitted by me (us) in this The Sun's Country Home Competition, are of my (our) own original conception and have not been adapted or copied from any other design or plan.

**TENTH**—Each competitor must submit with his drawings a description of his building, materials, etc. The description is to be limited to not more than 500 words.

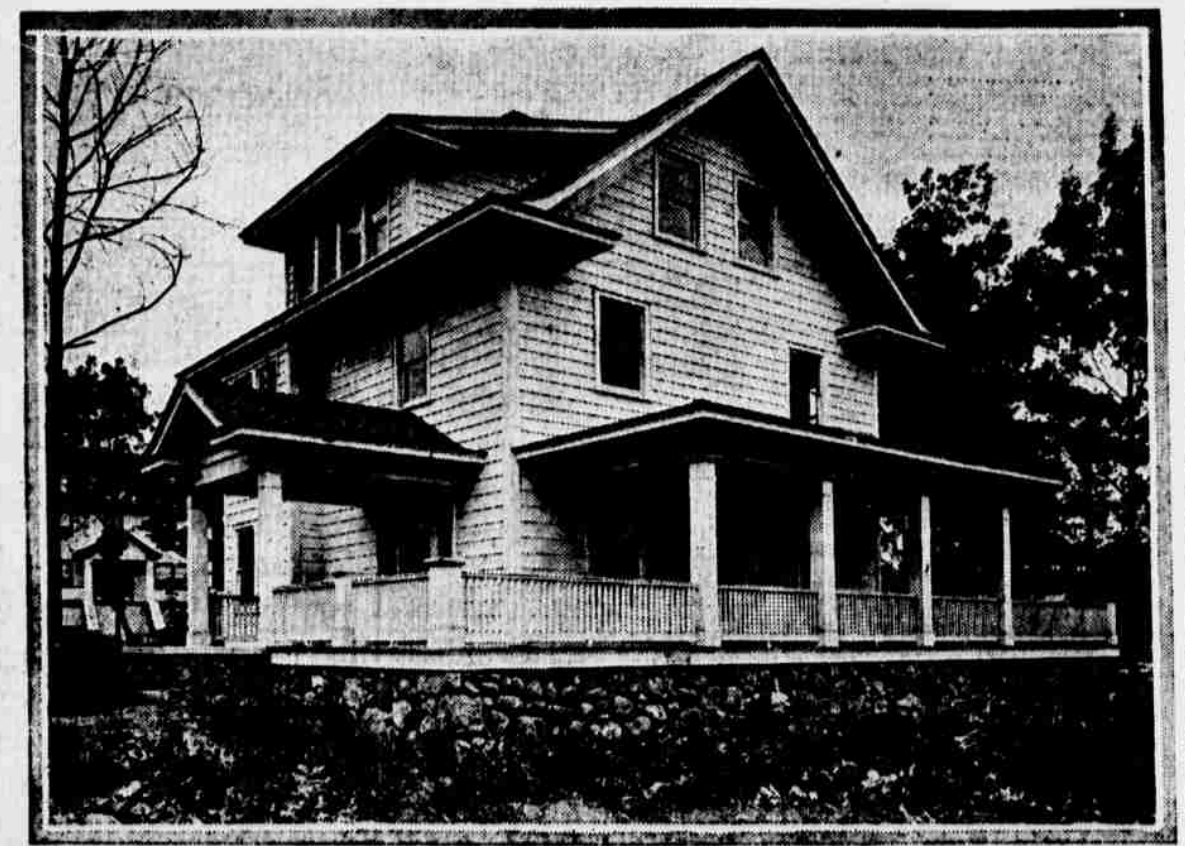
## WARNS AGAINST INCREASED TAXES

Director of Realty Taxpayers Sees Retaliation in Organized Vote.

Leo Day Woodworth, director of the Realty Taxpayers Council of the State of New York, sounded a note of warning to legislators in an address delivered Tuesday before the Kiwanis Club of Albany. He stated that the lack of consideration given to real estate taxpayers was due to the present lack of organization. He talked of fear held by the legislators for the liquor vote, labor vote, farmer vote and church vote and the apparent disregard for the real estate taxpayers' vote. Organization now going on, however, he stated, would prove the greatest "booby" the legislators ever had to fear.

"The ordinary expense of government has only become a burden within the past few years," Mr. Woodworth said.

## Severity of Winter No Stop to House Buying at Mountain Lakes



Winter weather, snows, rains and the like, which has the tendency of holding up flat and house buying in suburban sections, did not work that way at Mountain Lakes. All during the severe weather sales were reported from the New Jersey development in the Hills

near Bonton. Among those who have bought recently at Mountain Lakes is William H. Peck, whose new home is shown here.

The development of winter sports, due to many lakes on the property, is responsible for the popularity of the property with home seekers, even in winter time.

A feature of this development has been the attention which has been given to amusements. It has been a point with the Mountain Lakes interests to make residents there a happy community.

## GERRY LOSES GARAGE APPEAL

Cannot Build in Restricted Section on East 61st Street.

Commodore Eilbridge T. Gerry was denied permission to build a garage at 163 to 167 East Sixty-first street when his architects, John B. Brook's, asked permission of the Board of Standards and Appeals, sitting at a public hearing in the Municipal Building last week. The law allows a garage that will not accommodate more than five cars in a residential district, but the one planned by the Commodore was to cover a plot 72x100 feet. A building of that size would accommodate more than five cars. Besides, about fifty residents in the vicinity of the proposed garage appeared before the board and entered a protest against the intrusion. The section is a fairly high class residential neighborhood. The commissioners entertained the protests and denied the request of Commodore Gerry.

## TO BUILD AT LITTLE NECK.

F. H. Revo, sales agent for Little Neck Hills, has sold a plot of ten lots on the corner of Brow-Vale drive, and Dwight avenue at Little Neck Hills, Queens, to H. J. Calhoun, who will erect at once a Colonial house for his own occupancy.

## DARIEN ESTATE SOLD.

Pause & Elliman have sold for Frederick Brown to a New York buyer his property on Ox Ridge road, Darien, Conn., known as the Frankenberg place and consisting of about fifty acres, two residences, outbuildings, etc. This estate is one of the most beautiful upland properties in the section and commands magnificent views of Long Island Sound and the surrounding country. It is not far from the new Woodway Country Club. The property was sold at \$90,000. It is understood that the new owner, after making some alterations to the main residence, will make it his permanent home.

## VILLA ALTA, TUCKAHOE, SOLD.

Frederick Courtenay Barber, a former newspaper man, has bought from George H. Mills his home, known as Villa Alta, at Colonial Heights, Tuckaheo. The house is a fine Colonial style residence, built in 1850. The price paid is said to have been \$35,000. The Tasker Halstead Realty Company has sold a plot on Mayflower Drive to Watson & Bremner, who will build a Dutch Colonial house.

## CITY CLUB FAVORS TORRENS.

The City Club has filed with Assemblyman George C. Pratt, chairman of the Assembly Judiciary Committee, a memorandum in support of the bill introduced by Assemblyman Pettit to strengthen and extend the operation of the Torrens system of title registration in this State. For some time a special committee of the club headed by Moses Altman has been studying the Torrens law and the proposed amendments. As a result of the conferences with the Real Estate Board, representatives of the title companies and the officials in the Registrars' office, the committee came to the conclusion that the Pettit bill, if passed, will greatly enhance the usefulness and workability of the present law.

## RESELLS S. I. DWELLING.

Catherine Barry, who bought the Thompson dwelling on Richmond Terrace, West New Brighton, S. I., several weeks ago through the Duroes Company, has resold the property at a profit through the same brokers to Joseph Melastania, who buys is for a home. The property is 150 feet wide and 200 feet deep. The dwelling, which is three stories high, covers a plot of \$250 and contains about fifteen rooms.